

## Course fact sheet

### 001 - Winning Business in a Tough Market

<b>Date</b>	27 <sup>th</sup> January 2009 9.30 am to 4.30 pm
<b>Cost</b>	£130 including refreshments and lunch
<b>Location</b>	Regents College, Regents Park, Central London For directions and transport links please visit our website
<b>Tutors</b>	Andrew Fisher Tomlin

#### Course content

Confirmation that the UK is currently in recession comes as no surprise to those involved in professions linked directly to the housing market. Both garden designers and landscape contractors are facing a tough market in 2009, chasing less available projects against increased competition.

This interactive workshop aims to produce viable strategies for facing the short-term challenges of a downturn whilst looking at ways to plan now for a future market upturn. This interactive workshop will give you:

- Strategies for identifying potential leads and developing new marketing ideas. (generation of ideas interactive and rules)
- Build confidence in your planning skills. (reviewing past and future performance)
- Empower you with ways to improve the likelihood of success. (prioritization and assessment)
- Condition long lasting commitment to these new strategies.
- Plan your business strategy to take advantage of the economic upturn when it comes.

The goal of the workshop is to show you how to generate new ideas that will support you in a tough market and empower you with confidence for the future of your business whilst keeping your personal priorities in place. We aim to give you at least one new way to improve your business now.

#### About the tutor

Andrew Fisher Tomlin is one of the UK's leading garden designers. His business strategies have been admired and copied by successful garden designers worldwide. He is a director of The London College of Garden Design and lectures on the business of design in the UK and overseas.

#### Enrolment

To enrol on this course or to be placed on our mailing list for more information about our courses as they become available please email [info@lcgd.org.uk](mailto:info@lcgd.org.uk) or call 01932 567841

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